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## 2008 OVERVIEW

ONE Freedom offers service members, veterans and military families a powerful framework of education and training that builds strength, resilience and a clearer understanding of how to maintain balance in the face of military deployments and other lifestyle challenges. Taught by a dynamic team of field experts, military and civilian, ONE Freedom programs guide participants in exploring strength through effective skills and balanced living, and provide tools and resources for on-going personal learning and growth.

Ultimately, there is one essential and fundamental freedom: the freedom to **choose** how we respond to and integrate our life experiences. This choice can make us stronger and more capable or lead us into struggle. ONE Freedom programs provide a clear path to personal empowerment that supports each person's freedom to choose.

*"This is a breath of fresh air. I am going to make changes starting today. Thank you so much for sharing this with us."*

***–Army Special Forces Spouse, Fort Carson, Colorado  
Strength after Service 1-day Workshop***

ONE Freedom continues to excel and capture attention from every branch of service due to the non-stigmatizing, self-empowering message offered in our **Strength after Service™** workshops, web platforms and soon, the new DVD for veterans and families. Our grassroots outreach continues to swell from two-years of IADIF support and the amount of programs we were able to deliver at no-charge to service members, veterans, families, care providers and military leadership. ONE Freedom has served over 4,000 through education and training programs, and reached tens of thousands more through internet outreach since the start of services in Feb 07.

As former Special Assistant to the Chairman of the Joint Chiefs of Staff, COL Jill Chambers said after attending several ONE Freedom trainings, "This training can save lives." Education remains a critical ingredient in people having the power to change. Helplessness is always a hallmark of trauma, and empowerment is a crucial antidote. Pre and post-evaluation metrics consistently show audiences averaging 8.4% of 10 possible in terms of improvement in understanding of the brain/body stress response, applied skills, and current stress levels. Testimonials reveal approval of ONE Freedom's ability to serve a military audience, emphasize revelation because learning something entirely new, and often say they'd like to see a service like OF offered on a wider scale.

*"Excellent workshop! I appreciate your enthusiasm and dedication to this education and believe it's beneficial for both soldiers and family members. Thank you very much."*

**- Kristan VanWinkle, Military Wife, Fort Carson, Colorado  
Strength after Service 1-day workshop**

Since the start of ONE Freedom's IADIF Grant Cycle, our core mission has remained the same while aspects of the mission have evolved and matured. ***Our fundamental message remains strength through balance while overcoming adversity.*** And how does one do that? Of course it takes self-awareness, knowledge, and strength-of-will to carry out the actions that lead to resiliency. The team at OF recognizes the magnitude of this goal, the breadth of this vision, and yet nothing short of this paradigm shift will suffice. So we began simply and built upon an inspirational message designed to bring systemic change.

ONE Freedom continues to build the foundation trainings that focus on the neurophysiology of stress (the brain/body response to stress and trauma) and 5 skills to self-regulate, and is also beginning to deliver more transformative modules that include a revolutionary sustainment plan. Audiences receive an inspiring message that focuses on awareness, knowledge and action of how to take charge of the stress-response and better understand why we often respond the way we do.

The Strength after Service™ workshop series then offers "go deeper" sub-topics that provide veterans and family members vital education on the corner stones of health such as sleep, nutrition, exercise and structure. We also offer trainings on communication for couples and families, addiction training, and assistance with understanding the various therapeutic modalities available today.

Sustainment is one of the most vital parts of creating a movement like we are: people will need support as they fundamentally change the way they see their own human potential. ONE Freedom is partnering with an international organization to create long-term sustainment of the teachings that will lead to careers in helping veterans and families for generations of veterans to come. How many times have we heard veterans in finance, construction, sales or contracting back to the Middle East say:

"I just wish I could help other veterans; *that* would be meaningful work to me."

ONE Freedom has found a way to realize this dream. As retention of troops is critical to national security, career and job-placement are vital to the American economy and the long-term health of today's veterans. ONE Freedom, in

conjunction with nationally certified training organizations, will soon be a means of creating thousands of jobs for veterans seeking meaningful employment helping other veterans.

People often comment on the quality of the ONE Freedom facilitation team. It's been amazing to watch leading edge thinkers in the arenas of neurology, trauma recovery, human potential, wilderness adventure, writing, communication and all forms of self-mastery come together and share a vision of cultural and institutional change. This is an organization where walking the walk is imperative to the mission so we require that each member of the team actively engage with a path of learning and healing as we believe that all of us suffer from the stress and trauma in this world. None are exempt and sometimes the very nature of the work adds to the personal burden. This means the ONE Freedom work environment openly encourages learning, personal growth, new forms of trauma therapy, stress reduction, and utilizing the strength of the team to conquer day-to-day hurdles.

ONE Freedom has attracted ***professionals from the military and civilian sectors who all share a vision of changing the way warriors reintegrate.*** In a relatively brief period, we have created an organizational culture that is a true alternative to authoritarian hierarchy, supports each individual, and has a mission of changing the historical repetition of return and reunion.

Our governing board and management team determined from the beginning that all trainings would remain free of charge to service members and families. This especially applies to open-enrollment training when ONE Freedom is hosting an event without attachment to a military installation or armory. We also determined the benefits of "giving" our training to any branch of service who requested our services for the first two years of delivery. The generous donation from IADIF allowed us to do this.

Moving forward, ONE Freedom will seek, whenever possible, contractual training events that will cover the costs of development and delivery when these services are sought by Army, Navy, Marine, Air Force, Guard or Reserve components. The give-away built reputation and trust in ONE Freedom. Now we can command some funding directly from the DoD that ONE Freedom and the service members deserve.

*"This was the best reintegration training on mitigating stress—ever!"*

**Blackhawk Pilot, Colorado Air National Guard**

*"This is very compelling, stellar work. Therapists need this kind of education."* - **Professor of Psychology, University of Denver**

## TIMELINE AND IMPACTS OF ONE FREEDOM EVENTS:

### Trainers for 2008 Events:

**Strength after Service (SAS):** Stephen Robinson, Dan Taslitz, Elizabeth Hawkins, Dr. Robert Scaer, Chris Balsley, Steve Robinson

**Youth Encounters:** Ruby Gibson, Rey Martinez

**Wilderness Programs:** Joanne Yankovich, Dan Taslitz

**Women's Programs:** Elizabeth Hawkins, Dr. Kimberly Cerdorian

**Writing Programs:** Elizabeth Hawkins

### Programs for 2008:

- **SAS 1-day workshop, Feb 10, La Foret Retreat Center CO Springs, CO: 12 participants.** This workshop coincided with the Feb 8-9 team and board member weekend. Our strategic plan for the year was laid out followed by the 1-day SAS workshop for board members and trainers in training to experience.
- **SAS Care Providers 4-hr workshop, Feb 12, People House, Denver, CO: 18 participants.** Care providers continue to comment how meaningful the brain-based view of trauma is to them as well as the veteran perspective and languaging.
- **SAS Leadership Brief, Peterson Air Force Base, Feb 12, Colorado Springs, CO: 15 participants.** Training for Reserve and Family leadership elements. Established ONE Freedom as a USAF resource.
- **Security Forces and 5-19<sup>th</sup> Special Forces, 2 hr workshop, Feb 23, Denver, CO: 34 participants.** Training for spouses and family members whose Guard members were deployed. Great feedback from participants, indicating a new perspective on deployment stress.
- **SAS for families of 220<sup>th</sup> MPs, Colorado National Guard, Feb 16, Denver, CO: 33 participants.** Training for spouses and family members whose Guard members were deployed. Great feedback from participants, indicating a new perspective on deployment stress.
- **Youth Encounter, concurrent to 220<sup>th</sup> MP SAS training, Feb 16, Denver, CO: 11 participants.** Training for kids of 220<sup>th</sup> families. The kids enjoyed having a special presentation for them.

- **Youth Encounter, CONG Feb 24, 6 participants, Security Forces kids**  
Training for kids of Security Forces families. The kids enjoyed having a special presentation for them.
- **SAS 4-hr Peterson Air Force Base, Feb 25, Colorado Springs, CO: 145 participants.** Peterson staff appreciated the presentation so much that they have asked ONE Freedom to develop and propose weekend retreats for Air Force Reservists and their families coming to Colorado from 38 states for the length of 2009.
- **Psych Networker Presentation, March 13, Washington, DC: 400 participants.** Our Strength after Service for care providers, featuring Dr. Robert Scaer received 4.3 out of 5 and was the talk of the symposium. Trainers Dan Taslitz, Elizabeth Hawkins, and Stephen Robinson received 4.25 out of 5. The success of this presentation seemed to be around reframing trauma and creating accessible language to work with and relate to veterans.
- **SAS 2-hr workshop Family Readiness Group Meeting, CONG, March 15, Denver CO: 35 participants.** Training delivered to Security Forces and Special Forces families.
- **SAS 1-day workshop, March 29, La Foret Retreat Center, CO Springs: 11 participants.** Continued success with model. These “open-enrollment” style courses proved tougher to fill up than we anticipated (marketing thru PSAs, radio, print, flyers, volunteers, some support from Ft. Carson—nearest military installation and our target audience.) Better success when on the installation or with Command directive unit by unit.
- **SAS 1-day workshop, April 19, La Foret Retreat Center, CO Springs: 18 participants.** Same as above—and outstanding testimonials from the people who do attend. Word of mouth begins to grow for ONE Freedom programs throughout Fort Carson Community.
- **MEDEVAC 2- 238<sup>th</sup> and 2-135<sup>th</sup> Squadron, Colorado Army National Guard, 2-hr SAS Buckley Air Force Base, April 22, 2008: 60 Participants.** Terrific feedback – “About time someone geared this type of message specifically for the military.”
- **Family Readiness State Conference, Colorado National Guard, May 18, Breckenridge, CO: 160 participants.** Personal thanks and congratulations from CONG TAG (Major General Michael Edwards).
- **SAS 1-day workshop, May 31, La Foret, CO Springs: 13 participants.** Beautiful location in the mountains behind Fort Carson.

Mostly couples attended this training. One veteran with a TBI experienced a seizure on the lunch break and our team did an outstanding job of maintaining the training environment while tending to the family and getting medical attention to the location.

- **Youth Encounter 1-day workshop, May 31, La Foret, CO Springs: 8 participants.** The kids loved having something geared for them.
- **SAS 4-hr workshop, June 28, Armed Services YMCA, CO Springs: 8 participants.** These 4 hour briefs are intended to help spread the word on a grass roots level and to advertise our longer 1-day workshops in retreat environments.
- **SAS Veterans Village, 2-day workshop, Aug 11, San Diego, CA: 25 participants.** Taught the staff of this well-known veteran's homeless shelter – received outstanding reviews. Veterans' Village is also part of the Coalition for Iraq Afghanistan Veterans (CIAV).
- **SAHMSA Conference, 1-day workshop, Aug 12, Washington, DC: 450 participants.** Presented as part of panel to many of the government 'players' in mental health care and substance abuse. This lead to reaching 1,000 other care providers through SAHMSA events we were invited to participate in during September 2008.
- **SAS 4-hr workshop, Aug 16, Armed Services YMCA, CO Springs, CO: 17 participants.** Outreach and word of mouth boosted attendance.
- **Youth Encounter 4-hr, Aug 16, Armed Services YMCA, CO Springs, CO: 9 Participants.** Kids enjoyed educational games and brain-body art.
- **Outward Bound Veterans Program, (pre-training for ONE Freedom/Outward Bound Collaboration) Aug 21-24, Ely, Minnesota:** This was a chance for ONE Freedom team leader Joanne Yankovich to take her 20 years of OB training and observe OBs veteran model in light of our plans to execute a veteran outdoor model for OF.
- **SAHMSA Conference Call, 2-hour, Sept 10, Washington, DC: 675 participants.** Great exposure for the ONE Freedom message to government mental-behavioral health providers.
- **SAS Workshop Series for Warrior Transition Unit, 2-hr, Sept 17, Fort Carson, CO: 50 participants** This presentation went over so well that the WTU leaders have asked ONE Freedom to present on a monthly basis and to offer 'go deeper' modules to the "WT's" as the transitioning warriors are known.

- **SAHMSA Care Provider Presentation, Sept 18-19, Washington, DC: 500 participants.** Great exposure for the ONE Freedom message.
- **VISN 9, 1-day Veteran and Family Training, Sept 30, Huntington, WV: 8 participants.** Synopsis below.
- **VISN 9, 1-day Care Provider Training, Sept 30, Huntington, WV: 12 participants.** Synopsis below.
- **VISN 9, Veteran and Family Training, Oct 1, Lexington, KY: 6 participants.** Synopsis below.
- **VISN 9, Care Provider Training, Oct 1, Lexington, KY: 14 participants.** Synopsis below.
- **VISN 9, Veteran and Family Training, Oct 2, 2008, Louisville, KY: 35 participants.** This three-day tour of VISN 9 saw ONE Freedom present to 49 veterans and their family members. We received very positive feedback from the participants and from the VA coordinators who brought us in.
- **VISN 9, Care Provider Training, Oct 2, 2008, Louisville, KY: 32 participants.** This three-day tour included Dr. Scaer presenting to VA therapists to rave reviews – they were amazed and enlightened by the reframing of trauma around an understanding of neurophysiology.
- **Outward Bound Wilderness Program, 5-Days Oct 4-8: 10 participants** Outdoor leaders Joanne Yankovich and Dan Taslitz wove the ONE Freedom training message into this partnered event with Outward Bound.
- **SAS 2-hr Colorado National Guard, Oct 4, Denver Armory, CO: 150 participants.** Pre-deployment education for combined audience of military intelligence unit and families scored high marks for reaching both with the core message.
- **Women Veterans Weekend Retreat, Oct 17-19, San Luis Obispo, CA: 24 participants** This first-ever women's retreat via collaborative between ONE Freedom, Swords to Plowshares, Vets 4 Vets and Air-Compassion for Veterans, all members and colleagues of the Coalition for Iraq and Afghanistan Veterans was a transformative experience for 24 women vets and six facilitators. Tia Christopher spear-headed the effort from S2P taking up marketing and logistical for the retreat, Vets 4 Vets provided funding, Air-Compassion for Veterans flew some of the veterans and ONE Freedom provided facilitated content.

*Finding Your Voice* was a powerful opportunity for women veterans to create a safe container to look deeply and meaningfully at one's own experience and to give it voice through writing, sharing and applied skills. Women veterans from 25-55 years of age, all OEF/OIF and many combat veterans, found bonds that went beyond uniform and rank in recognition of common ground.

After 15 years of leading women's retreats in writing, executive director Elizabeth Hawkins was inspired to begin a ONE Freedom Women's Program Division for OIF/OEF veterans including weekend retreats and wilderness adventures. The collaboration with Outward Bound and ONE Freedom is leading to further collaboration with Boulder-based nonprofit Women's Wilderness.

- **SAS 1-day workshop, Oct 29, Franciscan Center, CO Springs, CO: 13 participants.** These participants were primarily from the Warrior Transition Unit at Fort Carson. Many came heavy hearted and hanging their heads and left smiling, uplifted, and engaged.
- **SAS, 3-hr, Nov 14, Armed Services YMCA, Colorado Springs, CO: 10 participants,** mostly families/spouses of service members gave great feedback around a new understanding of deployment stress.
- **SAS Workshop Series for Warrior Transition Unit (WTU), 2-hr, Dec 5, Fort Carson, CO: 60 participants (estimated)**
- **Youth Encounter, 2-hr, Dec 20, Military Intelligence Unit pre-deployment for kids, Colorado National Guard, Denver Armory, CO: 20 participants (estimated)**

**Total Outreach from ONE Freedom Events Feb through Dec 2008:**

**38 TOTAL EVENTS FOR 2008**

**PARTICIPANTS—3,407**

**2007 Participants: 700**

**TOTAL 2007-2008: 4,107**

## 2008 CONGRESSIONAL AND MILITARY UPDATE:

From the beginning, ONE Freedom has used a top-down, bottom-up approach to building awareness of our programs and services. While we are spreading ONE Freedom's message at the ground level by offering open-enrollment trainings near military installations, we're also getting attention at the top levels of the DoD, congress and even President-Elect Obama's Transition Team who have asked ONE Freedom for input in shaping President Obama's response to the needs of reintegrating warriors and their families.

## PROJECTS, ACCOMPLISHMENTS AND COLLABORATIONS

- **ONE Freedom's New Website!**

ONE Freedom has an amazing new website launching Veteran's Day November 11, 2008. The site is completely redesigned to power our mission of providing the best education, training and resources for supporting strength and resilience in all areas of military life. It contains listings of all ONE Freedom programs for military service members, veterans, families and care providers with easy online registration. There is also a growing list of resources - information, organizations and individuals - dedicated to supporting our nation's military communities. These include articles, newsletters, videos, links, and listings covering a wide variety of information. Visitors can sign up for our quarterly newsletter and donate to support ONE Freedom's programs. The new ONE Freedom website is a portal for our nation's warriors and for everyone who cares about them to connect with a wealth of knowledge and new possibilities for strength and healing.

IADIF funding allowed us to serve valuable information through our old website to approximately 25,000 visitors over the 11 month time period from Dec 2007 through Oct 2008. The new website launched Nov 11, 2008, will allow us to reach many more individuals with a much broader array of **online information and services, including the launch of webinars, a service will revolutionize the way we deliver Strength after Service** and other training modals.

- **Warrior Transition Unit Workshop Series:**

ONE Freedom has been asked by the Warrior Transition Unit (WTU) of Fort Carson, Colorado to offer monthly trainings to the new WTUs, and on-going support trainings to WTUs throughout their stay in the unit. These sessions provide education on the brain and nervous system and training on how to process grief and loss, how to create an effective nutrition and

exercise plan, and go-to options for everything from set-backs to progress. These workshops help service members navigate wounded-warrior status and how to see beyond their current experience to the next chapter.

- **Outward Bound / ONE Freedom Collaboration**  
ONE Freedom and Outward Bound are collaborating to launch ONE Freedom's Wilderness Immersion Programs! With generous support from the Sierra Club, Outward Bound and ONE Freedom will offer groundbreaking 8-day programs that will take veterans and OF and OB professionals into a wilderness excursion focusing on trauma recovery via outdoor challenges and rewards.
- **Women Veterans Weekend Retreat**  
ONE Freedom is pleased to collaborate with Swords to Plowshares, Vets4Vets and Air-Compassion for Veterans to provide our first Women Veterans Weekend Retreat: *Finding Your Voice*. This weekend in San Luis Obispo, CA brought together 24 military service women from around the country from all branches of service to experience a focused weekend on navigating post-deployment and resourcing strength through common bonds. See our video testimonial at: [www.onefreedom.org](http://www.onefreedom.org)
- **In Their Boots** Amanda Spain with In Their Boots generously donated the time to take our raw footage of the Women's Retreat and create a 4 minute trailer that highlights the educational and transformational event for women OIF/OEF veterans. ONE Freedom will also be a featured guest on one of the 2009 webisodes of *In Their Boots*, and hopefully a featured story soon after. A woman's retreat is the ideal aim.
- **Nolgnoring / ONE Freedom Collaboration**  
We're collaborating with Nolgnoring, a new online show that reveals the downrange experience filmed first-hand by former CNN war-correspondent Mike Boettcher and son, Carlos who are embedded for 15 months with various units;
- **ONE Freedom DVD Project**  
The goal of the DVD project was/is to produce a quality docudrama and "Go Deeper" sections (part 1 and part 2) that highlights via a story the impacts of combat-operational stress (and trauma) on the brain and body in both service member and their families. Using CGI (animation) and a sophisticated storyline overlaying the post-service experiences of three combat veterans with the backdrop of their story and experiences in Afghanistan, the project educates audiences while connecting them with the challenges each character faces. One goal of the project is to demystify trauma and reframe the 'mental-behavioral' view in a way that the viewer will connect the brain and nervous system adaptations to changes in cognitive outlooks and behaviors. To produce the quality of

product that ONE Freedom desired, we found that the \$100,000 we had budgeted overall for the project was insufficient to accomplish our goals. The budget would accommodate the “Go Deeper” section alone but not the funding required to shoot battle scenes and access the number of actors, sets, and equipment we required to produce our product. We made the choice to continue the project with the funding we have and seek additional funding to accommodate the scope and intent.

Our partners in production have given us every break in keeping the costs down. For example, the Sacred Swords team charged ONE Freedom \$9,000 for script writing, a project that would have cost at least \$30,000 at market value. They have also pulled footage from other projects to blend in as needed, again saving us considerable funds.

- **Veterans Green-Job Alliance / ONE Freedom Collaboration**  
ONE Freedom is also partnering with Veterans Green Alliance (VGA) –an emerging nonprofit that is helping veterans move toward an education in sustainability and the green movement—a big hopeful for the future economy of our country. ONE Freedom will provide VGA with the tailored version of our Strength after Service Training including introductory and go-deeper sub-topics.
- **ONE Freedom Strategic Plan and Case Statement**  
ONE Freedom completed a Case Statement and Strategic Plan for major donor asks from 2009-2011. These tools have greatly increased our ability to seek new sources of funding. Members of the ONE Freedom team, namely founders Elizabeth Hawkins and Stephen Robinson, donated their time to work on these documents with the help of a professional consultant and unrestricted funds.
- **Veteran Homeless Population Project**  
Board member Hallie Ward has been instrumental in developing ONE Freedom’s relationships with the City of Denver’s veteran homeless programs. In early 2009, ONE Freedom will begin providing trainings to Denver’s veteran service coordinators and then to some of the homeless domiciliary shelters housing veterans.
- **Samueli Institute**  
ONE Freedom has agreed with Samueli, an established non profit in the mind-body medicine field, to provide evaluation and research on the ONE Freedom model and training programs. Over the next three years, we plan to develop this relationship including demonstrating scientific efficacy of the training models and the potential of reducing long-term health care related costs around stress and trauma.